



# Emotive Community Outreach Incentive Program

## 2020/2021

### Emotive Campaign

Emotive is a B.C. wide outreach and awareness campaign that encourages the accelerated adoption of electric vehicles (EVs) in B.C. Emotive acts as a collaborative campaign with many implementation partners interested in EV education and outreach in communities across the province.

Funded by the Province of British Columbia, the Emotive Community Outreach Incentive Program (COIP) offers support and funding to B.C. communities, organizations, and local governments to assist them in delivering local/regional Emotive EV awareness campaigns. The intent of the COIP is to empower communities to deliver locally appropriate Emotive campaign activities that raise the awareness and profile of EVs in B.C.

Funding for the COIP is provided by the Province of B.C.'s [CleanBC Go Electric Program](#), and is administered by Plug In BC (a program of the Fraser Basin Council Society). Additional information on the CleanBC Go Electric Program is available in Appendix A.

This year we are launching the **#LiveElectric** campaign within the Emotive brand. The campaign focuses on how EVs fit into all sorts of different lifestyles of British Columbians. You'll see a new website and animated videos coming soon, plus redesigned print material, t-shirts, banners and other Emotive assets.

For 2020/21 we are looking for project proposals that not only promote EV awareness in B.C., but also provide opportunities for youth employment (ages 18-30) within your community, or organization.

### Community Outreach Incentive Program Scope

We recognize that communities face several different challenges and barriers when it comes to EV adoption and outreach. The Plug In BC team will provide tools, open source Emotive content, consultation, and training to assist successful applicants in their EV education and outreach efforts. The COIP's desire is to develop capacity, identify local champions, and help to create a spark that will initiate sustainable, community-driven EV education and outreach efforts.

### Community Outreach Incentive Program Support Options

#### The Emotive Assets Kit

The Emotive Assets Kit can be a digital and/or physical resource that includes limited printed collateral and various digital files branded with the Emotive logo that facilitate increased EV awareness (e.g. list of EVs available in B.C., FAQ document, incentive literature, etc.).

Interested parties can email Michael, [mstaney@pluginbc.ca](mailto:mstaney@pluginbc.ca) to request an Assets Kit.

## **Funding Support**

Apply for financial support to run EV education and outreach activities in your community. In the past, many of these activities have been public EV test drive events and community forums. In order to ensure safe social distancing practices during COVID-19, we have provided a list of ideas that may act as alternative ideas to in-person events and other gatherings (see Alternative Activities below).

Applicants may still propose in-person events when filling out an application, but please note that they should take into account, and plan for the latest public health advice related to COVID-19 from the [BC Centre for Disease Control](#) and will require information to be provided about deadlines for cancelling venue bookings. Please, take a look at the [application form](#) for more details.

Applicants can apply for up to \$5,000 to support EV outreach activities in their community, or up to \$10,000 for a campaign that will span across multiple communities. Multiple community campaign funding will only be offered for activities which serve multiple communities and therefore require additional expenses. Those applications which can show how projects support youth employment within communities or organizations will be prioritized.

Successful applicants will also receive a *digital* Emotive Assets Kit, training, and limited staff support from Plug In BC.

## **Activities/Events Cancelled Due to Emergencies**

If an activity or event is cancelled due to an emergency, the COIP recipient will be invited to submit a new application for an alternative activity to be completed before March 15, 2021, OR the recipient can receive an extension for the same activity to be completed before March 15, 2022.

## **Alternative Activities for the Community Outreach Incentive Program**

The following suggestions are not exhaustive. The list is meant to provide you with ideas of activities that can be done while practicing safe social distancing. Feel free to include any of these in your application or send us something entirely new!

### **Share Your #LiveElectric Stories**

This year we are launching the #LiveElectric campaign within the Emotive brand. Your stories are important in demonstrating that EVs make sense in your community – especially when we can't gather to show them off. Share your experience and inspire others to go electric with a series of brief but well-crafted ownership stories, high quality photography and maybe even some video content too!

These stories will be published on the new Emotive website (coming really soon) and shared on our social media channels. See an example [here](#).

Guideline: Budget \$200-\$300 per story to account for professional photography plus rewards for participants (Emotive #LiveElectric shirts, mugs, etc.) Up to five stories on their own or part of a larger COIP application.

## Produce Inspiring Videos

Show off EVs in your community! Really hit home with shots of EVs at local landmarks, recreation sites and doing essential driving tasks in your community.

Here are some guidelines for generating video ideas with the *Hero, Hub, Help* framework:

**Hero Videos:** Grab people's attention. Engage viewers with high quality visuals to show that EVs are in your community and are fun to drive! These don't need a great deal of voice over but should use multiple vehicles, multiple locations, and professional videography to draw the audience in and inspire them to learn more.

*Target: one video, 2-3 minutes in length.*

Examples:

- [Electric Vehicles – Road Trips in Every Temperature](#)
- [It Just Makes Sense – Living Electric in Prince George, BC](#)

**Hub Videos:** Content that people value and want to actively receive. This is episodic, building an ongoing relationship with our audience. Think about a short series of topics to discuss or demonstrate, or EV Ambassadors to cover in your community. Emotive has new videos to tackle big topics like environmental impacts – so we're looking for you to share your local, personal experience: maybe a series of virtual test drives or EV driver interviews.

*Target: 3 videos, 40-60 seconds each.*

Examples:

- [Long Distance Electric Commuting](#)
- [Fully Electric in Nelson, BC](#)

**Help Videos:** Short "how to" clips to answer common (or really odd) questions, like:

- How to locate and use local charging stations;
- How much power you regenerate on a big hill;
- What you do with all that extra gas money;
- How often and where you charge; or,
- How to wash an electric car (spoiler: just like any other car).

*Target: 5-6 videos, 1-2 minutes each with good quality video and audio, but they don't need complicated camera work.*

Example:

- [Clean Car Chats: Charging at home](#)

Remember, these are just some ideas to get you started. Keep in mind that statistics change, and policies are always evolving, so stay away from specifics that could become dated.

### **Organize a Challenge or Scavenger Hunt**

Mobilize your local EV Ambassadors to show off locations, vehicles and EV usage in your community. Think about some places and practices that you want to highlight, then challenge your peers to knock them all off a list. Of course, you'll need to document these activities with pictures and descriptions so that others can see what you've been up to.

### **Develop New Print, PDF, and Digital Guides for Your Community**

What would you like to tell new, prospective or visiting EV drivers in a brief pamphlet or digital material? We can give you some EV basics to include, and you fill in the local details. Apply for funding to develop and print something you can hand out (and promote online).

### **Host a Virtual Speaker Series or Symposium**

While the cost of hosting a webinar is much lower than a real-world event, there are still promotional expenses, software and service costs, and speaker fees to be accounted for. Funding for a virtual conference lets you go big with high profile speakers and proper technology.

### **Something Completely Different!**

This is not an exhaustive list! If you want to discuss your idea before submitting an application, please contact Michael, [mstanyer@pluginbc.ca](mailto:mstanyer@pluginbc.ca).

## **Plug In BC Support**

Fraser Basin Council staff on the Plug In BC team are able to offer limited support via email or phone. Support includes advice on engagement activity/event logistics, local partner search, marketing and communications, connecting with Emotive ambassadors, and connecting with the Emotive Campaign Network to share success stories. Support will depend on staff availability and may be deferred to the Campaign Network or an Emotive Ambassador.

The Emotive Campaigns Network operates as a hub/network where communities can collaborate on best practices, challenges and activities in local and regional campaigns. (Find additional information in Appendix A)

## **Applicant Eligibility**

Eligible applicants include non-governmental organizations (NGOs), businesses, local governments, and Indigenous groups/organizations in British Columbia.

Applicants must meet the following Eligibility Criteria:

1. Eligible applicants include NGOs, businesses, local governments and Indigenous groups/organizations in B.C.
2. Activities must aim to raise awareness about EVs in B.C.

Terms and Conditions

1. Applicant cannot profit financially from the Emotive brand.
2. Promotion must be brand neutral with respect to vehicle makes and models.
3. Organizational staff/members must review provided Emotive training materials (provided upon acceptance).
4. Applicant must sign the [Emotive Official Mark Consent Agreement](#).
3. Applicant must have staff and volunteers sign the Emotive Photo Waiver (provided upon acceptance).
4. Applicant must track the number of people engaged by each activity; and,
5. After final activity, applicant must submit a post-activity/event report online (see Appendix C – Final report questions).
6. Emotive retains the ability to prioritize applications based on geographic reach in rural and northern communities, and those new to the Emotive Campaign.

## Application Process

Application process to receive funding support:

1. Review the Emotive Outreach Incentive Program description on the Emotive website
  - a. Read carefully the eligibility, application and award process in this document.
2. Review application questions and prepare a budget. See: Appendix B – Application Questions
3. Submit your application and budget online through [LimeSurvey](#) between September 17 – October 9, 2020\*

\*We may continue a rolling intake after October 9, 2020 if funds remain.

## Award Process

Award incentive process to receive Funding Support:

1. Upon acceptance, applicants must submit the following documents, prior to the release of 75% of funds, via email:
  - a. The Official Mark Consent Agreement (signed by applicant and partners).
  - b. Contract (signed).
2. Successful Applicants are strongly recommended to join the Emotive Campaigns Network to collaborate on best practices, challenges and activities in local and regional campaigns to deliver a more powerful province-wide Emotive Program. Join by emailing Michael, [mstaney@pluginbc.ca](mailto:mstaney@pluginbc.ca).
3. Upon completion of the event/campaign recipients must submit the following documents, prior to the release of the remaining 25% of funds:
  - a. Post-activity/event report
  - b. Final budget including receipts
  - c. Photo waivers.

## Questions and Support

Contact Michael, [mstaney@pluginbc.ca](mailto:mstaney@pluginbc.ca)

## Appendix A - Background

Emotive is one of a suite of programs offered under the Province of B.C.'s CleanBC Go Electric Program. The Emotive program is funded through the Ministry of Energy, Mines and Petroleum Resources and is administered by the Fraser Basin Council Society. The Province of B.C.'s CleanBC Go Electric Program is designed to encourage and accelerate the adoption of zero-emission vehicles (ZEVs) in B.C. for both their environmental and economic benefits.

Emotive was developed in 2014 by the Province of B.C., Metro Vancouver, the City of Vancouver, the City of Surrey, and Fraser Basin Council Society (FBC). The key intention behind the Emotive brand is to encourage and accelerate the adoption of electric vehicles (EVs) in B.C. Emotive now has community partners throughout B.C. who accelerate the adoption of EVs by holding demonstration and test drive events, developing videos, and sharing their EV stories.

The Emotive Campaigns Network was established to provide a hub where communities can collaborate on how best to deliver local and regional EV campaigns. The Campaigns Network provides a place to generate ideas around materials, campaign or event tactics, learn about existing campaigns and EV outreach efforts, and share challenges and solutions.

## Appendix B – Application Questions

All application questions must be submitted online via LimeSurvey. WE WILL ONLY ACCEPT APPLICATIONS VIA THE ONLINE SURVEY PORTAL. [Apply here](#)

### 2020 Application Questions

**Complete your application [online](#). You can preview the application questions below, but applications must be made online.**

#### A. Applicant information

1. Organization name
2. Organization address
3. Type of organization
  - i. Local Government
  - ii. Indigenous
  - iii. Business
  - iv. NGO
  - v. Other
4. Which Emotive funding stream are you applying to?
  - i. Emotive Assets Kit
  - ii. Single Community
  - iii. Multiple Community Campaign
5. How much funding are you requesting in total (\$0-10,000)?
6. Name of your organizational champion or staff representative.
7. Title of your organizational champion or staff representative.
8. Contact email of your organizational champion or staff representative.
9. Contact phone number of your organization's champion or staff representative.

#### B. Activity/event only

1. Describe the event(s) or activity goal(s).
2. Event or activity description:

- a. Activity or event name
  - b. Location
  - c. Date and time
  - d. Type of activity or event (farmers market, video production, etc.)
  - e. Describe your activity or event
  - f. Has the location already been secured? If not, what needs to happen to secure the venue?
  - g. If you must pay for a venue booking, what is the deadline for cancellation, if necessary?
  - h. In case your activity or event is cancelled due to an emergency, briefly describe an alternative activity or event you would be interested in doing.
  - i. What is the target number of people engaged?
3. Describe your pre-activity/event marketing and promotion activities.
  4. Describe any post-activity/event marketing and promotion activities.
  5. List the names of each partner organization helping to deliver the activity/event.
  6. Do you need a permit or insurance for this activity/event?
    - a. Has the appropriate permit and/or insurance been obtained?
  7. List materials needed for your activity/event, including materials from the Emotive Assets Kit if needed.
  8. Will you be showcasing an electric vehicle?
    - a. Has an electric vehicle been secured for your activity/event?
  9. How many staff will be delivering your event or activity?
  10. How many youth (ages 18-30) will be employed to deliver your event or activity?
  11. Do you have volunteers or EV Ambassadors supporting your activity/event?
  12. List any additional metrics used to measure success.
  13. Describe any other aspect of your Emotive outreach plan not already listed here, such as additional activities, marketing, promotions, collaboration, and/or partnerships, etc.

#### C. Budget

1. Budget
  - a. Personnel: \_\_\_\_\_
  - b. Materials: \_\_\_\_\_
  - c. Services: \_\_\_\_\_
  - d. Registration Fees: \_\_\_\_\_
  - e. Travel/meals: \_\_\_\_\_
  - f. Other: \_\_\_\_\_
  - g. Total: \_\_\_\_\_
2. If you included a cost under *Other*, describe the cost you are including.

#### D. Consent

1. I confirm that the information herein is correct, and I agree to meet all eligibility requirements including the submission of a final report; I understand that the dissemination of funds may be withheld until all criteria are met.
2. Do you agree to email Fraser Basin Council photo descriptions and images for Emotive's Social Media channels (if applicable)?
3. Do you agree to take photos at the event and send to Fraser Basin Council (ensures proper photo waivers have been signed and logo is displayed prominently)?
4. Do you agree to tag Emotive/ use hashtags in all social media communications/posts?
5. Do you agree to sign the Official Mark Consent Agreement and get partners to sign if applicable? Link to the downloadable sample Official Mark Consent Agreement available [here](#) (please open link in a new tab).

6. Do you agree to have all event volunteers review the Emotive Training document?
7. Do you agree not to profit financially from the Emotive brand?
8. Do you agree that promotion will be brand neutral with respect to vehicle makes and models?
9. Do you agree to submit post-event report online?
  - a. A link to the post-event report will be sent to you after your event/campaign.
10. Please explain why you answered no to any of the questions above.

## Appendix C – Final report questions

**2020 Final report template/survey. The final report will be [submitted online](#).**

1. Please list your name, title, and organization.
2. Provide a spending summary.
  - a. Personnel: \_\_\_\_\_
  - b. Materials: \_\_\_\_\_
  - c. Services: \_\_\_\_\_
  - d. Registration Fees: \_\_\_\_\_
  - e. Travel/meals: \_\_\_\_\_
  - f. Other: \_\_\_\_\_
  - g. Total: \_\_\_\_\_
3. Describe any differences between your Emotive Community Outreach Incentive Program proposal and actual activities.
4. What is your estimated overall reach from all Emotive activities (events/ social media/ newsletter etc.)? Did the activities reach your target audience and engagement numbers? If no, explain.
5. Describe your marketing and promotional activities.
6. List any barriers or challenges you encountered in the delivery of activities/events.
7. List any actions you would take to improve your activity/event. Include lessons learned and ideas to amplify impact.
8. Answer the following for each activity/event:
  - a. Name of activity or event.
  - b. Location of activity or event.
  - c. Date of activity or event.
  - d. Description and summary of activity or event.
  - e. If applicable: How many people attended your event?
  - f. How many people did you directly engage in conversations about Electric Vehicles?
  - g. List the staff, volunteers and ambassadors who supported you event.
  - h. List partner contributions.
  - i. List number and types of EVs on display or available for test drives.
  - j. Describe the demographics of the people engaged i.e. Families at a farmer's market, presentation attended by local police force.... (age, gender, occupation, hometown, education, etc.) if known.

List success metric that haven't already been reported i.e. # of test drives or # of collateral distributed, etc.